

IN THE CLAIMS:

The following listing of claims will replace all prior versions, and listings, of the claims in the application:

1-61. (Cancelled)

62. (Currently amended) A Web host connected to a wide area network (WAN), comprising:

a Web server adapted to communicate with a plurality of network devices via said WAN;

a memory device connected to said Web server and adapted to store a plurality of advertisements; and
an advertising application, wherein said advertising application provides

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notifying a sender to submit communication data to said Web host
to notify at least one recipient of said communication data;

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automatically selecting at least one advertisement from said plurality of advertisements;

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inserting said at least one advertisement into a personal electronic communication, wherein said personal electronic communication comprises an e-mail message;

sending said personal electronic communication to said at least one recipient via said WAN; and

compensating said sender by providing said sender with a free service in exchange for allowing said Web host to send said personal electronic communication, including said at least one advertisement, to said at least one recipient.